



## 2019 CHESLEN CHASE FOR OPEN SPACE SPONSORSHIP OPPORTUNITIES

Sponsorship provides the opportunity to stand with other regional business, civic, and philanthropic leaders in ensuring nature for all. Event proceeds advance Natural Lands' priorities for saving open space, caring for nature, and connecting people to the outdoors.

**WHEN** Saturday, October 19, 2019, 11 am – 2 pm

**WHERE** ChesLen Preserve, 1199 Cannery Road, Coatesville, PA 19320

**WHAT** Runners will enjoy the challenging 10K and 5K course across open fields, dense woodlands, marshy wetlands, steep hills, and through a creek crossing, while the 2-mile participants will take in the scenery on a more leisurely course through meadows and farm fields.

Post-race celebration with food, craft beer, and music includes an award ceremony, where the top overall male and female finishers and the top three male and female finishers in six age groups for both the 5K and 10K events are awarded prizes.

**WHO** Multigenerational event caters to individuals and families.

**NUMBER OF PARTICIPANTS** 500

### MARKETING REACH

#### Website Presence

The ChesLen Chase for Open Space is featured on:

- Natural Lands' event landing page at [natlands.org/events](http://natlands.org/events)
- Natural Lands' ChesLen Chase for Open Space page at [natlands.org/event/cheslenchase2019](http://natlands.org/event/cheslenchase2019)
- Race registration is hosted by RunSignUp at [runsignup.com/Race/PA/Coatesville/ChesLenChase](http://runsignup.com/Race/PA/Coatesville/ChesLenChase)
- Race listed on 30+ regional race calendars & club sites

#### Social Media Presence

Natural Lands has over 48,000 followers on social media

- Facebook 32,000+
- Instagram 4,700+
- Twitter 1,700+

#### Other

- Natural Lands email blasts reach 22,000+ subscribers
- Natural Lands magazine reaches 5,000+ households twice annually
- Bryn Mawr Racing Company email blast reaches 23,000+
- Race Press Release will be provided to 20+ publications

**WE HOPE WE CAN COUNT ON YOUR SUPPORT. BECOME A CHESLEN CHASE SPONSOR TODAY!**

*\* Sponsorship and Logo must be finalized by September 13<sup>th</sup> to ensure printer deadline.*

# SPONSORSHIP OPTIONS

## CHESLEN CHAMPION | \$ 10,000

- Exclusive presenting sponsor of the ChesLen Chase for Open Space
- One-time use of the Lenfest Center at ChesLen Preserve (valued at \$1,000) \*
- Company logo on t-shirt, course signage, and near finish line
- Company logo on Natural Lands' and RunSignUp's websites with hyperlink
- Company logo on Natural Lands' race email blasts (22,000+)
- Company logo on Bryn Mawr Racing Company's email blast (23,000+)
- Recognition in Natural Lands' social media channels (48,000+ followers)
- Recognition in press release to 20+ publications, and in Natural Lands' magazine (5,000+ households)
- Exhibit Space at Event (tables, chairs, tents provided by sponsors)
- 10 race registrations, including t-shirt, post-race party and award celebration

## OPEN SPACE ALLY | \$ 5,000

- Company logo on t-shirt and course signage
- Company logo on Natural Lands' and RunSignUp's websites with hyperlink
- Company logo on Natural Lands' email blasts (22,000+)
- Company logo on Bryn Mawr Racing Company's email blast (23,000+)
- Recognition in Natural Lands' social media channels (48,000+ followers)
- Recognition in press release to 20+ publications, and in Natural Lands' magazine (5,000+ households)
- Exhibit Space at Event (tables, chairs, tents provided by sponsors)
- 6 race registrations, including t-shirt, post-race party and award celebration

**EACH SPONSOR LEVEL HAS OPPORTUNITY TO INCLUDE PROMOTIONAL ITEMS IN SWAG BAGS!**

## OUTDOOR ADVOCATE | \$ 2,500

- Company logo on t-shirt and event signage
- Company logo on Natural Lands' and RunSignUp's websites with hyperlink
- Company logo on Natural Lands' email blasts (22,000+)
- Company logo on Bryn Mawr Racing Company's email blast (23,000+)
- Recognition in Natural Lands' social media channels (48,000+ followers)
- Recognition in press release to 20+ publications, and Natural Lands' magazine (5,000+ households)
- Exhibit Space at Event (tables, chairs, tents provided by sponsors)
- 4 race registrations, including t-shirt, post-race party and award celebration

## TRAILBLAZING BACKER | \$ 1,000

- Company logo on t-shirt and event signage
- Company logo on Natural Lands' and RunSignUp's websites with hyperlink
- Company logo on Natural Lands' email blasts (22,000+)
- Recognition in Natural Lands' social media channels (48,000+ followers)
- Recognition in press release to 20+ publications, and Natural Lands' magazine (5,000+ households)
- Exhibit Space at Event (tables, chairs, tents provided by sponsors)
- 2 race registrations, including t-shirt, post-race party and award celebration

## CHASE CONTRIBUTOR | \$500

- Recognition on Natural Lands' website
- Recognition on Natural Lands' email blasts (22,000+)
- Recognition in Natural Lands' social media channels (48,000+ followers)
- Recognition in Natural Lands' print magazine (5,000+)
- Exhibit Space at Event (tables, chairs, tents provided by sponsors)

If you have questions, please contact Becky Rennix, Engagement Manager at [brennix@natlands.org](mailto:brennix@natlands.org) or **610-353-5587 x214**.

*\*Some restrictions apply.*



## SPONSOR INFORMATION

Company Name *(please print as it should be listed for donor recognition purposes)*

Address City State Zip

Contact Name

Phone Email Address

## SPONSORSHIP LEVEL

- \$10,000 ChesLen Champion (limit one)
- \$5,000 Open Space Ally
- \$2,500 Outdoor Advocate
- \$1,000 Trailblazing Backer
- \$500 Chase Contributor
- We are unable to be a sponsor at this time.  
Please accept our donation of \$ \_\_\_\_\_

## METHOD OF PAYMENT (CHECK ONE)

- Check enclosed
- Please invoice me
- Credit card (below)

Card # Expiration Date

Signature

## THANK YOU FOR YOUR GENEROUS SUPPORT!

Please mail completed form with payment to:  
1031 Palmers Mill Rd  
Media PA 19063

Checks can be made out to Natural Lands.

Questions? Call **(610) 353-5587 x214** for Becky Rennix, ChesLen Engagement Manager, or email [brennix@natlands.org](mailto:brennix@natlands.org)

Natural Lands is a 501 (c)(3) charitable organization.

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Please send logo for inclusion on website or t-shirt to Becky Rennix at [brennix@natlands.org](mailto:brennix@natlands.org)